



MWR THEME OPERATIONS

November 2005

Welcome

If you haven't already, it's time gear up for the holiday party season by promoting and booking your holiday events. Get your holiday promotions out in the community and let everyone know that your facility is a great place to party. Stacie Mathis at the 24-lane Stuttgart Bowling Center, Strike Zone had already booked over 100 parties for each month of September through December. How do your party bookings compare?

SuperBowl XL Tailgate Party – I'm looking forward to seeing you at the biggest Sunday night party on February 5, 2006 when we host SuperBowl XL during the Opening of the Unit Manager's Conference in Orlando. No one wants to miss this game, and so we'll have the big screen TV's and plenty of great food to tailgate like the pros. Be sure to pack and wear your favorite team colors, jerseys, face/body paint, and whatever else to show your team spirit at the Tailgate Party. This is shaping up to be one truly memorable Conference kick-off event!

Roger Weger
Chief, Food Services Division

"Success Story!" Fort Story Strike Zone

The Strike Zone at Fort Story, VA opened on 22 September in the newly renovated 6-lane bowling center. In the first full month of business (October '05) Strike Zone revenues were \$10,600, over three times higher than the October '04 sales of \$3,200! Not only has the snack bar seen revenue growth, but lane income has doubled over last October. The manager Jim Bishop says, "The food presentation and the physical improvement of the dining area and kitchen has made our guests very happy. Revenue has increased in every department and I haven't even tapped into the private parties yet. Everything is going great!" Congratulations to Jim and his team on a great job!



Shots from the Grand Opening of the Fort Story Bowling Center



UMC '06 Update – Vendor Product Showcase

We're planning another great Vendor Product Showcase at the Conference again this year. Each year both participants and vendors tell us that the networking opportunity at the showcase is very valuable. We anticipate approximately 25-30 vendors this year. We have already received interest from our vendors. Stay tuned for more information.

Reminder: Submit Your Application for CMCE Certification

Achieving the CMCE Certification is a multi-step process. To earn this designation, petitioners must accumulate an established number of job experience, education, and additional points as well as achieve a passing score on a written exam. If you are interested, first visit www.imcea.com and review the information and requirements. There you will find the Application for Petition for CMCE. This petition needs to be completed and submitted to IMCEA no later than **15 December 2005**. IMCEA will evaluate the petition and notify the petitioner of eligibility for the written exam. The review course and exam will be offered at the Unit Managers' Conference, 5-10 February 2006. More information can be found at www.imcea.com. Note: Any Conference attendee who has NOT received ServSafe Certification MUST take the ServSafe course.

Grand Opening – Fort Eustis Strike Zone

On 20 October 2005, over 225 guests turned out to enjoy Grand Opening festivities of the newly renovated Bowling Center Strike Zone snack bar at Fort Eustis, Virginia. The 21,000 square foot, 24 lane facility features a new Army MWR Theme Operation, Strike Zone snack bar. Total cost of this renovation project was approximately \$380K and took just under 7 months to complete. Guests enjoyed a complimentary buffet of Strike Zone's most popular menu items to include: Primo's delicious pizza, crispy chicken tenders, zesty Buffalo wings, hot dogs, macho nachos, salads, mozzarella sticks and much more. Guests also enjoyed "free" bowling, music, and numerous prize drawings throughout the evening. Strike Zone snack bar hours of operation are Monday 1100-1400, Tuesday-Thursday 1100-2200, Friday 1100-0100, Saturday 1200-0100, and Sunday 1200-1700. This unit marks the 20th Strike Zone to open and the 61st unit overall in the growing family of MWR Theme Operations.



Back: Steve Morley, Crystal Iverson, Tony Marko. Middle: Tulia Anderson, Adela Lacy, Naomi Falsetto. Front: Sharon Laster, Geoff Boggs

Upcoming Openings – Java Café

The first Java Café units will open at the Presidio of Monterey (POM) in February '06. The first unit will open in the Hobson Recreation Center and will include a Primo's Pan Pizza Express module. This unit will be able to deliver pizza to the entire post. The second unit will be in middle POM, central to all functions making it available to students, civilians and family members. This location will have a Deli module and will be designed with informal, comfortable and casual gathering areas.



The Java Café concept features the "We Proudly Brew" Starbucks Coffee program. An appealing menu of pastries, bagels, breakfast and deli sandwiches,

salads, soups and sweets make Java Café a popular destination throughout the day. The concept can also incorporate gaming machines provided by the Army Recreation Machine Program (ARMP).

Reminder: 1st Choice Rewards Program



Have you launched your **1st Choice** Frequent Diner program yet? Remember that this is a great way to reward your guests. It is also a very good tool to bring new guests into your facility. Have each of your team members write their name on the back of the cards and use them to invite their friends, families, neighbors to your snack bar. Be sure to reward your team members for the business they bring in.

Yongsan Lanes Fall Promotion

Robert Victorine, Manager of Yongsan Lanes is excited about his Fall Promotion that will award a lucky winner with a 65" JVC Television.. The multi-step promotion starts with guests writing their name and phone on the back of their Yongsan Lanes receipt and dropping it into a drawing box. From the box, thirty-two names will be drawn. Those selected 32 participants will have to roll one ball and knock down 9 pins or better. All bowlers that knock down the correct amount of pins will advance to the next task. They will need to pass the **Yongsan Lanes Fear Factor Challenge!!!** Eat a One Pound Habanero Burrito of their choice then select their lucky locker combination to win the New 65 JVC TV or 31 consolation prizes. This promotion runs until December 16th and sounds like a ton of fun for both guests and team members!



Newly Designed Meal Combo Mats

A new design for the Meal Combo Counter Mat poster has recently been released. Your Area Manager will order the new mat for you. They can also be ordered from the PRA Fulfillment Center website, www.prafulfillment.com. Go ahead and replace your old mats with this new one.

If you need large posters of this new design for floor stands and wall frames, contact your Area Manager to order and have these items shipped to you.



Anniversaries

1 November – Strike Zone at Fort Shafter, HI celebrates their 10th Anniversary. Hooah!

4 November – Strike Zone at Panzer Kaserne, Stuttgart celebrates their 1st Anniversary. Stacie Mathis, Manager is planning a one-year anniversary bash for her guests.

Transitions

Shawn Sudduth will take over as the Stuttgart Bowling Center Manager on 10 November. Shawn is transferring from the Lane 17 Bowling Center in Hohenfels. **Stacie Mathis** will return to the Stuttgart MWR Business Operations Branch.

Tracy Ansell has resigned his position as 26th ASG Food and Beverage Manager and will be moving back home to Salem, Oregon on 9 November after 12 years in Germany. He will be sorely missed.

Rey Farinas, Fort Bragg Sports USA is moving to Fort Buchanan as the Business Manager for the Fort Buchanan Community Club and Convention Center with a reporting date of 17 November 2005.

Guest Service Tip: Condiment and Beverage Station

MWR Theme Operations is dedicated to providing our guest with the highest quality products and service possible. Part of guest service is maintaining the condiment and beverage station. Remember guest eat with their eyes. Once the guest has received their order from the pick up counter, the next stop will be the condiment and beverage station. It is here that the guest will pick up their flatware, napkins, individual portion packets, and fill their cups with a beverage. The condiment and beverage station should be checked on a regular basis for cleanliness and restocking of needed items. Be sure to consult your station checklist provided by your Area Manager. Remember we do all the work for our guests. Our guests should not have to come back to the counter to let us know that we are out of ketchup packets. We are always available to provide assistance for our guest. Simple as it sounds, it's what's expected by our guests to enjoy a "hassle free" dining experience.

Test your knowledge about ServSafe

1. Q. True or False: A strong oily odor in the kitchen may indicate the presence of cockroaches.
2. Q. True or False: A critical control point (CCP) is a point in the flow of food where a hazard can be prevented, eliminated, or reduced to safe levels.
3. Q. True or False: Hot, potentially hazardous food must be held at an internal temperature of 120 F (49 C) or higher

ServSafe Tip of the Month: Components of a Good Personal Hygiene Program

Good personal hygiene is the key to the prevention of foodborne illness and includes:

- A. Maintaining personal cleanliness
 - Proper bathing
 - Hair washing
- B. Wearing proper work attire
 - Clean hat or hair restraint
 - Clean clothing
 - Appropriate shoes

- Removing jewelry

C. Following hygienic hand practices

- Hand washing
- Hand maintenance
- Proper glove use

Employees must also avoid unsanitary habits and actions, maintain good health, and report any illness or injury.

Getting Back to Basics: Nachos and Nachos Supreme

Everyone loves a good order of nachos, especially when someone orders our piled high Nachos Supreme. Here are just a couple of tips to remember that will ensure we serve appetizing and delicious Nachos time after time.

Good Nachos begin with fresh chips. These should be round white corn tortilla chips from Tostitos and should be stored in an airtight plastic container once the bag has been opened. Nacho chips should never be mixed with older leftover chips in the container.

Our specified Nacho cheese is by Chefmate. It should be heated to 165 degrees for 15 seconds within two hours. This should be done in a pot over direct heat and “not in a steam table”. The Nacho cheese should then be held at 140 degrees or above. A spatula should be used to scrape remaining cheese from one container to another.

Nachos:

1. Start with 4 1/2 ounces of chips placed in a paper lined #500 boat.
2. A full 3 ounce ladle should be used for the Nacho cheese to ensure even coverage over all the chips.
3. Use 1 ounce of jalapeno slices that have been held at 40 degrees or below. The jalapeno slices should be served in a soufflé cup on the side.

Nachos Supreme:

Our Nacho cheese and chili are both made by Chefmate and should be heated to 165 degrees for 15 seconds within two hours. This should be done in a pot over direct heat and “not in a steam table”. The Nacho cheese and chili should be held at 140 degrees or above. A spatula should be used to scrape remaining cheese and chili from one container to another.

1. Start with 4 1/2 ounces of chips placed in a paper lined #500 boat.
2. A full 3 ounce ladle should be used for the Nacho cheese then the chili to ensure even coverage over all the chips.

3. Add 1 ounce of each of the following ingredients: diced red onions, diced tomatoes, sliced black olives, and jalapeno slices. All of these ingredients should be held refrigerated at 40 degrees or below prior to use.
4. Serve the Supreme with a 2 ounce soufflé each of sour cream and medium-style Pace brand Picante sauce.

Nachos are always best enjoyed when made just before eating. If Nachos are on an order with other items, make sure they're made as close to the pickup time as possible. Following these few simple steps will help ensure that we're always serving up great Nachos to our guests. (POC Jason Henderson, (703) 508-0438. Jason.Henderson@cfsc.army.mil).

Birthday Parties at Stuttgart Galaxy Bowling Center

Stacie Mathis at The Galaxy Bowling Center believes in party packages! Her facility has one party room, but she will also place concurrent parties in the four corners of the split-house designed bowling center. "We offer three party packages – Basic, Theme and Cosmic. Most of our guests choose the Theme party," remarked Stacie. "We all work the parties. Whoever is available will work the parties. Most of my team members are cross-trained, so we can all chip in to get the job done." Several themes are offered for the Theme parties including: Harry Potter, Shrek, Special Forces, Nickelodeon, Barbie, NASCAR, Spiderman, Groovy Girls, Sponge Bob and more. The party items are ordered monthly from BirthdayExpress.com. The Galaxy Bowling center averages 60 parties a month, but during the last four months of the year they have well over 100 parties booked each month. "We do birthday parties, unit functions, soccer parties, T-ball parties and even Adult Sponge Bob parties; it's a great business for us," said Stacie.



Theme party packages are displayed on the wall at The Galaxy Bowling Center

Events Division Promotions

The Events Division has some exciting promotions in the works.

- **Spin-to-Win.** Strike Zones should have received and started the Spin-to-Win promotions.
- **Race to the Rings.** It's coming, the teams are forming, the flags are waving . . . "Army Athletes Race to the Rings" promotion is coming to a facility near you. For more information contact: Kristen.Kea@cfsc.army.mil.
- **Business Manager's Planning Calendars** have been shipped. If you haven't received yours, call your BOD/COD or Marketing Director.

Check out www.mwrpromotions.com for more information. You can also find the *Business Manager's Planning Calendar* on this site.

Results: Military Idol

The Military Idol competition is over and we have a winner! The Army's first "Military Idol" is SGT William Glenn, from Darmstadt, Germany. SGT Glenn



is with 258th MP Company and has been in the Army for 22 years. His musical experience includes a stint with the 82nd Airborne Division All-American Chorus. He's performed the National Anthem at two Atlanta Hawks games and at the 1986 Cotton Bowl, sang with Lee Greenwood, performed at JFK Center for President Ronald Reagan, performed at Caesar's Palace for the Jerry Lewis telethon, and performed with the late Bob Hope at the USO show in Huntsville, AL.

In 2nd place we had SPC Richard Sianoya from Wurzburg, Germany. SPC Sianoya is with the 523rd Medical Company. The 3rd place winner was, CPT Ronald Carden, from Fort Knox. CPT Carden is with the U.S. Army Recruiting Command.

Military Idol was designed as a revenue-generating promotion for Army clubs. Initial after-action reports indicate we have a winner there as well! If you missed the final competition, you still have a chance to catch up on what you missed. Log on to AKO at www.us.army.mil to watch the entire final week eliminations. Stay tuned for details for the 2006 Military Idol competition.

Race to the Rings

The Race to the Rings Promotion will be featured at (59) MWR food and beverage facilities in CONUS & KORO regions during January 1 – March 31, 2006. The promotion features a customized 32-ounce cup with a peel to win game piece on the outside. Guests can peel and win instant prizes like free sodas and fries or collect game pieces to win a host of grand prizes; (1) 2006 Mustang GT



Coupe, (2) \$5000 cash prizes and (10) \$1000 cash prizes. The promotion cross promotes our World Class Athlete Program (WCAP) and gives our guests an idea of what it takes to get to the Olympic Games. Instruct your guests to log onto www.mwrpromotions.com. To access logos and promotional guidebooks, log onto www.mwrpromotions.org. (Business Program Events Division, Kristen.Kea@cfsc.army.mil, DSN 328-6119)

Answers to ServSafe Questions

1. A. True
2. A. True
3. A. False, potentially hazardous, hot food must be held at an internal temperature of 135 F (57 C) or higher.

Closing Thought

"The quality of a leader is reflected in the standards they set for themselves" ...Ray Kroc



Visit us on the web: www.armythemes.com